1984

ANNUAL REPORT

PRINCE EDWARD ISLAND

MARKETING COUNCIL

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The Prince Edward Island Marketing Council is constituted under the National Products Marketing Act (RSPEI Cap. N-2) and is responsible for the supervision of the activities of commodity marketing boards, marketing commissions and commodity marketing groups operating under the Act.

Marketing Council had an active year with a great deal of activity related to the tobacco and milk sectors. Council continued in 1984 to conduct the business of the P.E.I. Poultry Meats Commodity Marketing Board.

A plebiscite of tobacco producers was held in February to determine whether they favoured the establishment of a supply management program for their commodity. With 89.4 percent of the registered tobacco producers in favour of supply management, the P.E.I. Tobacco Commodity Marketing Board implemented a supply management program for the 1984 crop with the basis of control being in acres and the base used to determine allocation being 1983 production. (Eligibility Review Board)

Having had no measurements of the 1983 crop, the majority of growers voted to use the number of acres insured with the P.E.I. Crop Insurance Agency as their base. For those growers without crop insurance, it was decided by majority vote to use acreage figures as supplied by the four buying companies.

The introduction of supply management in tobacco resulted in two challenges of the register of producers as maintained by the Tobacco Commodity Marketing Board. In the first instance, Council's Eligibility Review Board found in favour of the challenged grower and allowed his name to remain on the register. In the second instance, the board found that the Commodity Board had improperly removed the challenger from the register and recommended that his name be re-instated.

Council heard, and denied, appeals from four growers who did not have crop insurance, two growers who claimed their crop insurance acreage figures were wrong, and one grower who did not grow a crop in 1983, the base year. The four growers with crop insurance and the two claiming inaccurate figures subsequently sought redress in the courts. The decision of C. R. McQuaid favouring the appelants is now under appeal by the Commodity Board. Marketing Council has appealed those aspects of the decision which affect the operations of all commodity boards.

The majority of Council's work in the milk industry related to the "special consideration program" as developed by the Provisional Milk Marketing Board in the fall of 1983. There were 162 applications for special quota consideration. The Board or its quota committee approved 75 of these and rejected 82. Of those rejected in 1984, 18 appealed to Marketing Council with three approved by Council and 13 rejected. One appeal was withdrawn and remains outstanding.

Council conducted a plebiscite of dairy producers in June on a plan developed by the P.E.I. Dairy Producers' Association Board of Directors to replace the appointed Provisional Board with a producer-elected Milk Board. Producers voted 327-59 for an elected board as opposed to a government commission.

Council conducted the mail ballot for the election of the nine-member board in August and is in the process of recommending the transfer of certain powers to the Board from the Milk Marketing Commission after having been requested to do so by the Milk Board in November.

Council staff is assisting the P.E.I. Tobacco Commodity Board in discussions with the other tobacco-producing provinces regarding the proposal of the Ontario Tobacco Board for the establishment of a National Tobacco Agency under the Farm Products Marketing Agencies Act. Public hearings are expected to go forward on the proposal this spring.

The P.E.I. Plant Tissue Culture Commission is the newest body to come under the umbrella of the Natural Products Marketing Act. Council recommended to Executive Council the establishment of the Commission's plan after consultation with members of the West Prince Industrial Commission and staff of the P.E.I. Department of Agriculture. The Commission, by exercising certain powers under the Act, will be able to prove to buyers in the export market that strawberry plants raised through the tissue culture method, and others as it gains experience, are subject to stringent quality control regulations.